

**Fayetteville Advertising and  
Promotion Commission  
September 27, 2021**

Location: Virtual Public Meeting, via Zoom. Register in advance for this webinar.

Commissioners: Katherine Kinney, Chair, Tourism & Hospitality Representative  
Todd Martin, Tourism & Hospitality Representative  
Chrissy Sanderson, Tourism & Hospitality Representative  
Elvis Moya, Tourism & Hospitality Representative  
Andrew Prysby, Commissioner at-large  
Matthew Petty, City Council Representative  
Sarah Bunch, City Council Representative

Staff: Molly Rawn, Chief Executive Officer; Jennifer Walker, Vice President of Finance; and Hazel Hernandez, Vice President of Marketing and Communications

**Agenda**

- I. Call to order at 2:00 p.m.
- II. Old Business
  - A. Review and approval of August 2021 minutes
- III. New Business
  - A. CEO Report, Molly Rawn
  - B. Financial Report from Jennifer Walker, Vice President of Finance
  - C. Marketing Report presented by Hazel Hernandez, Vice President of Marketing and Communications
  - D. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners.
- IV. Announcements
- V. Adjourn

Fayetteville Advertising and Promotion Commission  
Minutes from August 23, 2021  
Virtual Meeting via Zoom

Commissioners Present: Katherine Kinney, Chair, Andrew Prysby, Matthew Petty, Elvis Moya  
Todd Martin, Sarah Bunch

Commissioners Absent: Chrissy Sanderson

Staff: Molly Rawn, Chief Executive Officer; Jennifer Walker, Vice President of Finance;  
and Hazel Hernandez, Vice President of Marketing and Communications

I. Chair Kinney called the meeting to order at 2:02 p.m.

II. Old Business

- a. Commissioner Bunch motioned to approve the July 2021 minutes with Commissioner Moya seconding. The minutes were unanimously approved.

III. New Business

- a. CEO Report, Molly Rawn

Our total HMR growth over 2020 is 29%, and in comparing it to 2019, we are up by 2.6%. Restaurant sales are up 12% from same time period in 2019 but lodging collections are still down over 8% from 2019. The occupancy rate for July is 61% with an ADR up 26% from last July.

Total AirBnB collections from January to July 2021 is more than \$35,000, more than doubled from 2019. This represents solely AirBnB, not all short-term rentals.

The Visitors Center is up in attendance and we have mask signage up with our team in masks.

The Fayetteville Town Center has begun the repair on the tower roof, with Harness Roofing working on the exterior portion of the repair. Additionally, the RTU 3 HVAC unit is now being installed. We've had a couple of events cancel or postpone due to the increase in the Delta variant. We are requiring masks for our team at the town center and requiring that guests wear masks for indoor events.

Experience Fayetteville Sales – we have had 2 fall conferences, both first time bookings for us, postpone to the spring. We continue to grow partnerships with sports organizations, with a new partnership with Fayetteville Disc Association and Ozark Volleyball Club. Rawn

noted that she received communication today that youth baseball brought in more than 1,700 hotel nights in Fayetteville this summer.

With Cycling, Rawn reported that the Kessler Mountain Jam happened the weekend of August 15<sup>th</sup> with 150 participants. Joe Martin Stage Race returns this week with the Experience Fayetteville Criteria to be held this Sunday the 29<sup>th</sup>. We will have the Visitors Center open, let us know if you'd like to join us and watch them ride by.

Planning for our cyclo-cross events is in full swing with the Medalist team in town and meetings with 24 city team members last week from many departments to ensure we're communicating information they need.

With Community Engagement, you may recall we made the call to not hold the August First Thursday and are working to modify our upcoming First Thursday events to spread out elements of this program to make it safer and less hands on. Additionally, we are continuing to work on a proposal for a pilot year of programming in the Fay Jones Woods. Rawn noted that we are working with CACHE on this project.

Rawn then shared an update on her thoughts on a long-term plan for the Walker Stone House property. She and Chair Kinney have been discussing this. Kinney shared that now is a good time to consider and explore what it would mean to put that property up for sale. Kinney noted that it would be beneficial to understand what stipulations we could put on a future buyer and what legalities, options and opportunities we would need to consider as we move forward with discussing this property.

Rawn continued saying we are not pressing for any decisions today but are wanting to introduce the topic of considering selling the property. She stated that over the past 5 years we've produced and hosted some great events and have been good stewards of the home by putting on a new roof, renovating the annex and doing other additive improvements. In the 5 years since we've had the home, we've considered many options for this space and many of them were good ideas but each time the options were not feasible. She would like to determine if the commission is in agreement to sell the home, and if so, that we explore if we can have something akin to an RFP process to ensure that the purchaser of the home doesn't tear it down or begin an activity that isn't additive to our downtown culture. Rawn expressed that she would like to move forward with having a conversation with Vince Chadick, our legal counsel, on what options we have. Chair Kinney asked for questions.

Commissioner Martin stated that as much as he appreciated the history of the Walker Stone House, that he didn't see as core to the A&P's mission of creating economic vitality for Fayetteville's restaurants and hotels and would like to see it become something additive to our downtown. Commissioner Martin wondered if we could move more quickly than just exploring conversations. CEO Rawn answered by stating that she wants to come back in September with information she has learned. Both Commissioner Bunch and Commissioner

Prysby stated that they would appreciate more time to consider options based on what Rawn learns.

Chair Kinney stated that it sounds like the commission would like to move forward with exploring options of finding an appropriate buyer for the home and also learning what legal options we have.

b. Financial Report, Jennifer Walker, VP of Finance

In presenting the financials, Walker stated that you'll see that at the end of July both our expenditure and revenue targets are at 58% and we see our expenditures at 49% and that our revenues are right on target at 58%.

Our year-to-date net income is \$356,000; we're doing really well with keeping expense in line.

Our balance sheet shows that our cash and investments are at \$3.3 million. Our unreserved fund balance is also at \$3.3 million, and that is in addition to our two reserve funds.

Commissioner Martin asked if there could be a visual representation of our monthly 2019 HMR collections compared to monthly 2021 and CEO Rawn said they would alter the HMR slide to include 2019.

c. 2020 Financial Audit presentation, Cynthia Burns with BKD

Cynthia began by thanking the A&P for the opportunity to do this audit and thanking the team for quickly getting information to BKD allowing them to conduct this audit. Burns pointed out that both the audit and a communication from BKD was enclosed in the commission's agenda packet. She pointed out that the audit report contained two different opinions she wanted to point out. Because the A&P books are on the regulatory basis of accounting, you'll see you have an unmodified opinion which is the best opinion you can receive. You'll also see an adverse opinion for GAP accounting, strictly because Arkansas allows you to use the regulatory basis of accounting. Burns noted they did not find any issues with the A&P's financials based on the regulatory basis of the accounting.

During the course of the audit, we also look at the internal controls to see if there are any significant deficiencies or material weaknesses of which we found none. We also found no issues with the financial statements and didn't recommend any journal entries. The team did a great job of keeping expenses low during a year when revenues decreased.

Burns discussed the internal controls over financial reporting in relation to the small staff the A&P has. You can have compensating controls to catch any issues that arise, it can be harder to have complimentary controls that would keep things from happening. While none of the items noted rise to the level of being a deficiency to note in your audit report, we want to bring them to the commission's attention that these are being handled through compensating controls to ensure nothing happens. Burns thanked the team and expressed that the team was very helpful in ensuring the audit was conducted thoroughly and timely.

VP of Finance Jennifer Walker clarified that the financials presented in the audit included Cyclo-cross income, so you'll note that the financials are much larger than the normal financial statements that are shared each month which exclude Cyclo-cross as we present those separately.

- d. Marketing Report presented by Hazel Hernandez, Vice President of Marketing and Communications

Hernandez pointed out that the numbers she's showing will compare 2021 to 2019 to show a more "apples to apples" picture of marketing. You'll see that new visitors to the website is up 3% and new visitors who are downloading the visitors guide is up 176%.

Traffic channels coming to our domain are almost all showing increases:

Organic Search: Up 26%

Paid Search: Up 7%

Social: Up 10% - Ashley Cane, our Marketing Manager, creates really great social media content which drives people to the website.

Direct: Down 7% - This is because our paid summer flight has ended

Hernandez also shared top key words which included Experience Fayetteville, Fayetteville, AR, Things to Do in Fayetteville and Things to Do in Northwest Arkansas this Weekend. This last key word shows that people are waiting to plan their trip, even to the weekend to see what safe, outdoor activities there are.

- e. Vote. Letter of Credit to Flanders Classic. Authorize CEO to execute a Letter of Credit to Flanders Classics with First Security Bank. CEO Rawn asked VP of Finance Walker to explain this request which is for the World Cup in October. Walker shared with the Commission that Flanders Classic requires that we hold the prize money in a letter of credit. With no questions, we had a motion from Commissioner Martin to give Rawn authorization to move forward with this letter of credit with First Security Bank with a second by Commissioner Moya. Chair Kinney held a roll call vote with unanimous approval.
- f. Vote. PPP Loan Forgiveness Application. Authorize CEO to execute an application for PPP Loan Forgiveness to the SBA through First Security Bank. VP of Finance Walker reminded commissioners that a large purpose of this program was to cover payroll costs so that is why you'll see a majority earmarked for payroll. You'll see that \$232,000 of the \$246,000 are payroll expenses with the remainder being mainly utility costs. We are asking for 100% of forgiveness on this loan balance. With your approval, we will submit this through First Security Bank to the Small Business Administration. With no questions, we had a motion to approve the PPP application from Commissioner Prysby with a second from Commissioner Martin which was unanimously approved with a roll call approval.

- g. Agenda Additions. Additions to the agenda may be added upon request from a majority of commissioners. Rawn told commissioners that an orientation commission manual prepared by Amy Stockton was ready for commissioners to either pick up, be held for our next in person meeting or to be delivered.

Chair Kinney stated that we can assume our next commission meeting will be virtual and we'll certainly revisit this if community numbers improve.

With no further agenda items, Chair Kinney adjourned the meeting at 2:57 pm.

Minutes submitted by Amy Stockton, Director of Operations

## August Activity

**\$39,195** + **\$267,759**  
Lodging Restaurant

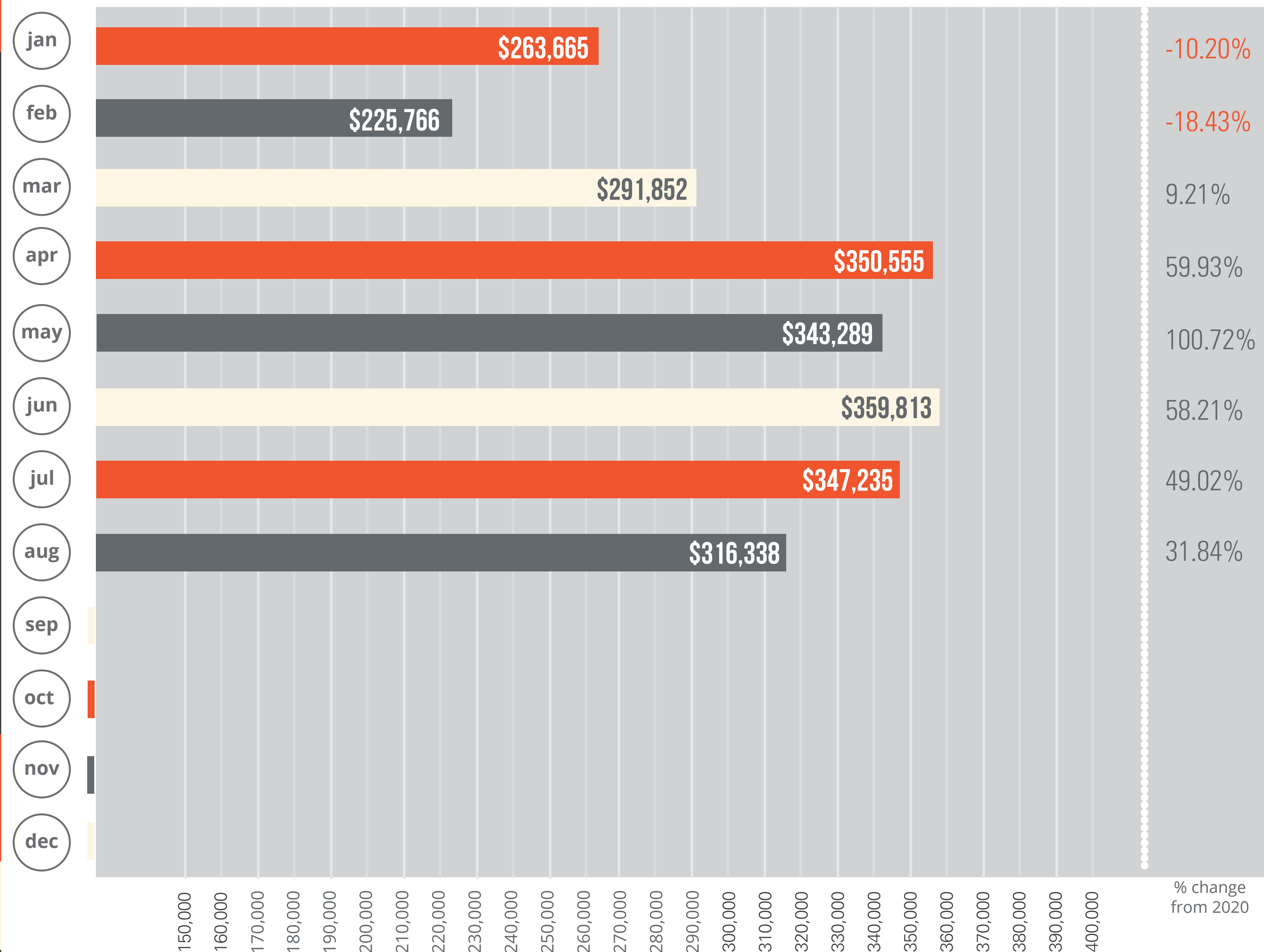
**\$9,384**  
Prior Dues Collected

**\$316,338**  
Total HMR Collected

## Previous YTD (Jan-Aug) HMR A&P Tax Collection Totals

2017	2018	2019	2020	2021
\$2,220,355	\$2,322,765	\$2,413,295	\$1,928,236	<b>\$2,498,513</b>
3.94%	4.61%	3.90%	-20.10%	<b>29.58%</b>
% change over previous year				

## Monthly A&P Tax Collections 2021\*\*



\*\* This represents one half of the total HMR collections. The other half supports the Parks and Recreation department.

# Memo



**To:** Molly Rawn, CEO, Experience Fayetteville  
Fayetteville Advertising & Promotion Commissioners

**From:** Jennifer Walker, VP Finance, Experience Fayetteville

**Date:** September 10, 2021

**Re:** Financial Statements – August 2021

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This packet contains Experience Fayetteville Financial Statements for the month ended August 31, 2021. The following reports are included in the packet:

- Summary P&L Financials for month ended August 31, 2021
- Balance Sheet for month ended August 31, 2021

Target Budget June – 67%

- Revenue target 67% of budget or higher by the end of August 2021.  
Expenditures target 67% or lower at August 2021.

Total Revenue YTD: \$2,703,184 or 68%; We are 1% ahead of target.

Tax Receipts - \$2,498,514 (ahead of budget by 5.5% ytd)

Town Center - \$64,829 (note \$85k+ unearned revenue on Balance Sheet)

Other - \$139,841

Total Operating Expenditure YTD: \$2,199,125 or 55%; 11% below budget target.

EF Main - \$1,799,944

Town Center - \$399,182

HMR tax continues to exceed expectations in August Collections (July activity), and YTD collections now exceed budget expectations by 8.8% and \$196,600.

Operating Net Income is \$504,058 year to date.



**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ August 31, 2021**

	<b>CONSOLIDATED</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	2,498,514	3,460,576	(962,062)	72.2%
Rental Revenue	53,784	350,250	(296,466)	15.4%
Event Revenue	11,391	37,500	(26,109)	30.4%
Visitor Center Store Revenue	28,695	45,258	(16,563)	63.4%
Parking Revenue	10,886	21,500	(10,614)	50.6%
Advertising Revenue	200	8,000	(7,800)	2.5%
Other Revenue	82,627	-	82,627	0.0%
WFF Cycling Coordinator Grant	10,528	31,190	(20,662)	33.8%
Interest and Investment Revenue	6,559	21,500	(14,941)	30.5%
<b>Total Revenue</b>	<b>2,703,184</b>	<b>3,975,774</b>	<b>(1,272,590)</b>	<b>68.0%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	10,808	68,690	(57,882)	15.7%
Event Expenses	20,024	73,800	(53,776)	27.1%
Visitor Center & Museum Store	30,631	41,560	(10,929)	73.7%
Personnel	756,614	1,329,680	(573,066)	56.9%
Sales & Marketing	433,055	961,675	(528,620)	45.0%
Office and Administrative	375,665	593,369	(217,704)	63.3%
Bond Payments	467,329	707,000	(239,671)	66.1%
Clinton House Museum	5,000	-	5,000	0.0%
TheatreSquared Contribution	100,000	200,000	(100,000)	50.0%
<b>Total Operating Expenses</b>	<b>2,199,125</b>	<b>3,975,774</b>	<b>(1,776,649)</b>	<b>55.3%</b>
<b>Net Operating Income/(Loss)</b>	<b>504,058</b>	<b>-</b>	<b>504,058</b>	<b>0.0%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	321,861			0.0%
<b>Other Expenses</b>				
FFE & Improvements	93,902	155,000	(61,098)	60.6%
Depreciation Expense	93,334			0.0%
Cost of Goods Sold	(4,268)			0.0%
<b>Net Income/(Loss) (without Cyclocross Grants)</b>	<b>642,952</b>	<b>(155,000)</b>	<b>476,091</b>	<b>-414.8%</b>
<b>Net Income/(Loss) for Cyclocross Events</b>	<b>1,703,244</b>			
<b>Total Net Income/(Loss)</b>	<b>2,346,196</b>			

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ August 31, 2021**

	<b>Experience Fayetteville</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
Hotel, Motel, Restaurant Taxes Revenue	2,498,514	3,460,576	(962,062)	72.2%
Event Revenue	11,962	26,500	(14,538)	45.1%
Visitor Center Store Revenue	28,695	45,258	(16,563)	63.4%
Advertising Revenue	200	8,000	(7,800)	2.5%
Grant Revenue (Cycling Coord / DSAC)	93,155	31,190	61,965	298.7%
Interest and Investment Revenue	5,829	19,000	(13,171)	30.7%
<b>Total Revenue</b>	<b>2,638,355</b>	<b>3,590,524</b>	<b>(952,169)</b>	<b>73.5%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Event Expenses	17,328	62,800	(45,472)	27.6%
Visitor Center & Museum Store	30,631	41,560	(10,929)	73.7%
Personnel	562,200	910,718	(348,518)	61.7%
Sales & Marketing	432,031	942,375	(510,344)	45.8%
Office and Administrative	185,424	302,799	(117,375)	61.2%
Bond Payments	467,329	707,000	(239,671)	66.1%
Clinton House Museum Contribution	5,000	-	5,000	0.0%
TheatreSquared Contribution	100,000	200,000	(100,000)	50.0%
<b>Total Operating Expenses</b>	<b>1,799,944</b>	<b>3,167,252</b>	<b>(1,367,308)</b>	<b>56.8%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>838,412</b>	<b>423,272</b>	<b>415,140</b>	<b>198.1%</b>
<b>Other Income</b>				
Unrealized Gain/(Loss) on Investments	321,861	-	321,861	0.0%
<b>Other Expenses</b>				
FFE & Improvements	-	15,000	(15,000)	0.0%
Depreciation Expense	50,222			
Cost of Goods Sold	(4,268)			
<b>Net Income/(Loss)</b>	<b>1,114,319</b>	<b>408,272</b>	<b>384,186</b>	<b>272.9%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ August 31, 2021**

	<b>Town Center</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
Rental Revenue	51,356	350,250	(298,894)	14.7%
Event Revenue	1,856	11,000	(9,144)	16.9%
Parking Revenue	10,886	21,500	(10,614)	50.6%
Interest and Investment Revenue	730	2,500	(1,770)	29.2%
<b>Total Revenue</b>	<b>64,829</b>	<b>385,250</b>	<b>(320,421)</b>	<b>16.8%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Rental Expenses	9,391	68,690	(59,299)	13.7%
Event Expenses	4,113	11,000	(6,887)	37.4%
Personnel	194,414	418,962	(224,548)	46.4%
Sales & Marketing	1,024	19,300	(18,276)	5.3%
Office and Administrative	190,240	290,570	(100,330)	65.5%
<b>Total Operating Expenses</b>	<b>399,182</b>	<b>808,522</b>	<b>(409,340)</b>	<b>49.4%</b>
<b>Net Income/(Loss) Before Other Revenue and Expenses</b>	<b>(334,353)</b>	<b>(423,272)</b>	<b>88,919</b>	<b>79.0%</b>
<b>Other Expenses</b>				
FFE & Improvements	93,902	140,000	(46,098)	32.9%
Depreciation Expense	43,111			
<b>Net Income/(Loss)</b>	<b>(471,367)</b>	<b>(563,272)</b>	<b>91,905</b>	<b>83.7%</b>

**Fayetteville A and P Commission**  
**Statement of Budget, Revenue and Expense**  
**Year-to-Date @ August 31, 2021**

	<b>Cyclocross Events</b>			
	<b>Year-to-Date</b>			
	<b>Actual</b>	<b>Budget</b>	<b>Over/(Under) Budget</b>	<b>% of Budget</b>
<b>Revenue</b>				
<b>Other Revenue</b>				
Cyclocross Grant Funds	2,200,000	675,000	1,525,000	325.9%
Cyclocross Events Revenue	-	288,500	(288,500)	0.0%
Interest and Investment Revenue	1,571	3,000	(1,429)	52.4%
<b>Total Revenue</b>	<b>2,201,571</b>	<b>966,500</b>	<b>1,235,071</b>	<b>227.8%</b>
<b>Expenses</b>				
<b>Operating Expenses</b>				
Contract Labor	1,200	-	1,200	0.0%
Marketing	6,022	-	6,022	0.0%
Office and Administrative Expenses	36,833	2,500	34,333	1473.3%
Cyclocross Events	454,272	1,342,089	(887,817)	33.8%
<b>Total Operating Expenses</b>	<b>498,328</b>	<b>1,344,589</b>	<b>(846,261)</b>	<b>37.1%</b>
<b>Net Income/(Loss)</b>	<b>1,703,244</b>	<b>(378,089)</b>	<b>2,081,333</b>	<b>-450.5%</b>
<b>Grant Carry-Forward</b>	<b>766,069</b>			
<b>Cumulative Net Income / (Loss)</b>	<b>2,469,312</b>			

# Fayetteville A&P Commission

## Balance Sheet

As of August 31, 2021

### ASSETS

#### Current Assets

Cash	4,331,294
Investments	1,164,857
Accounts Receivable	335,863
Prepaid Expenses	39,891
Deposits	30,617
Visitors Guide Trade	3,052
Inventory Asset	16,334

**Total Current Assets** **5,921,909**

#### Other Assets

Capital Assets	
Furniture & Fixtures	96,641
Equipment	498,597
EF/CVB Building	940,410
EF/CVB Land	198,621
Building Additions	971,952
Walker-Stone House	1,167,218
Accumulated Depreciation	(1,314,614)

**Total Other Assets** **2,558,824**

**TOTAL ASSETS** **8,480,733**

### LIABILITIES AND EQUITY

#### Current Liabilities

Accounts Payable	78,125
Unearned Revenue	153,469
PPP Loan Payable	245,900

**Total Liabilities** **477,494**

#### Equity

Unreserved Fund Balance	3,280,660
Operating Reserve	1,000,000
Capital Reserve	1,000,000
Temporarily Restricted Funds	376,383
Net Revenue	
Gain/(Loss) on Investments	321,861
Net Revenue without Cyclocross	321,091
Net Revenue for Cyclocross	1,703,244

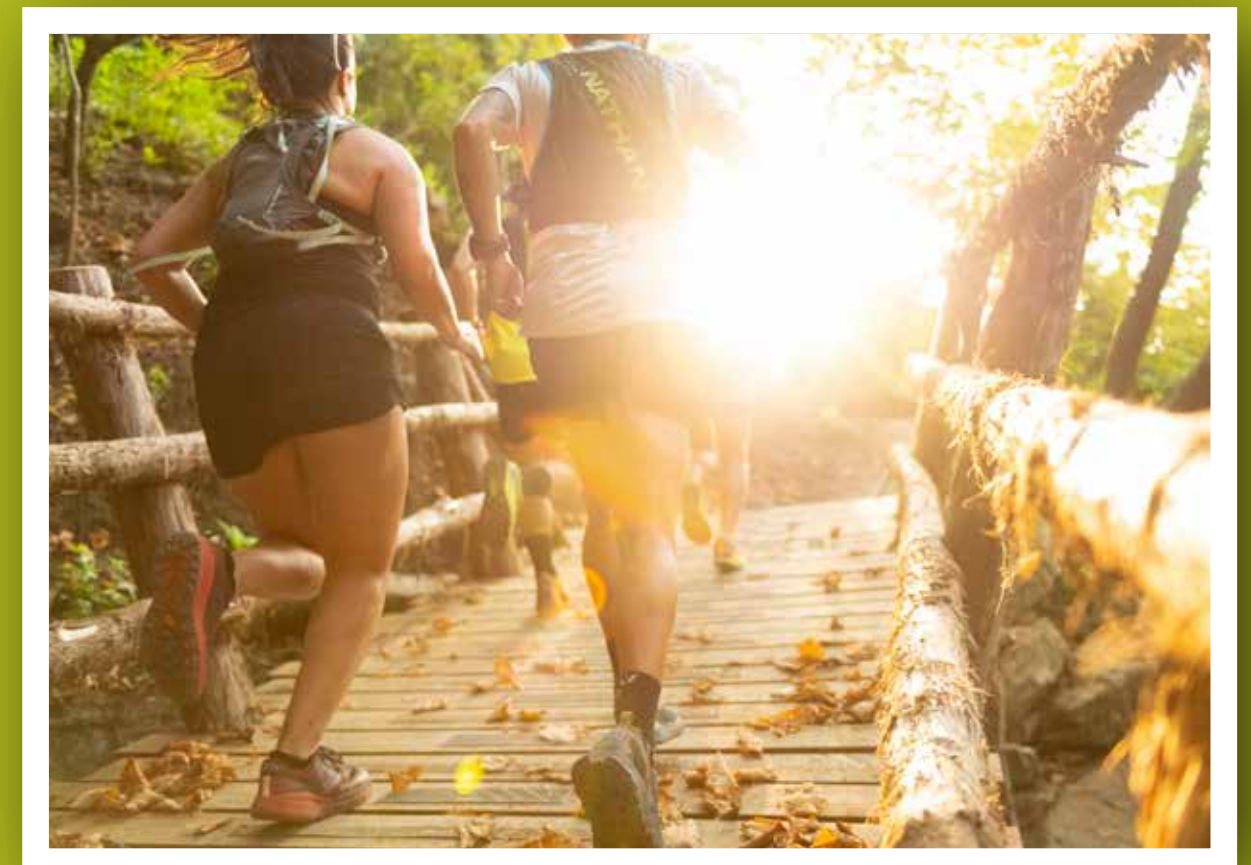
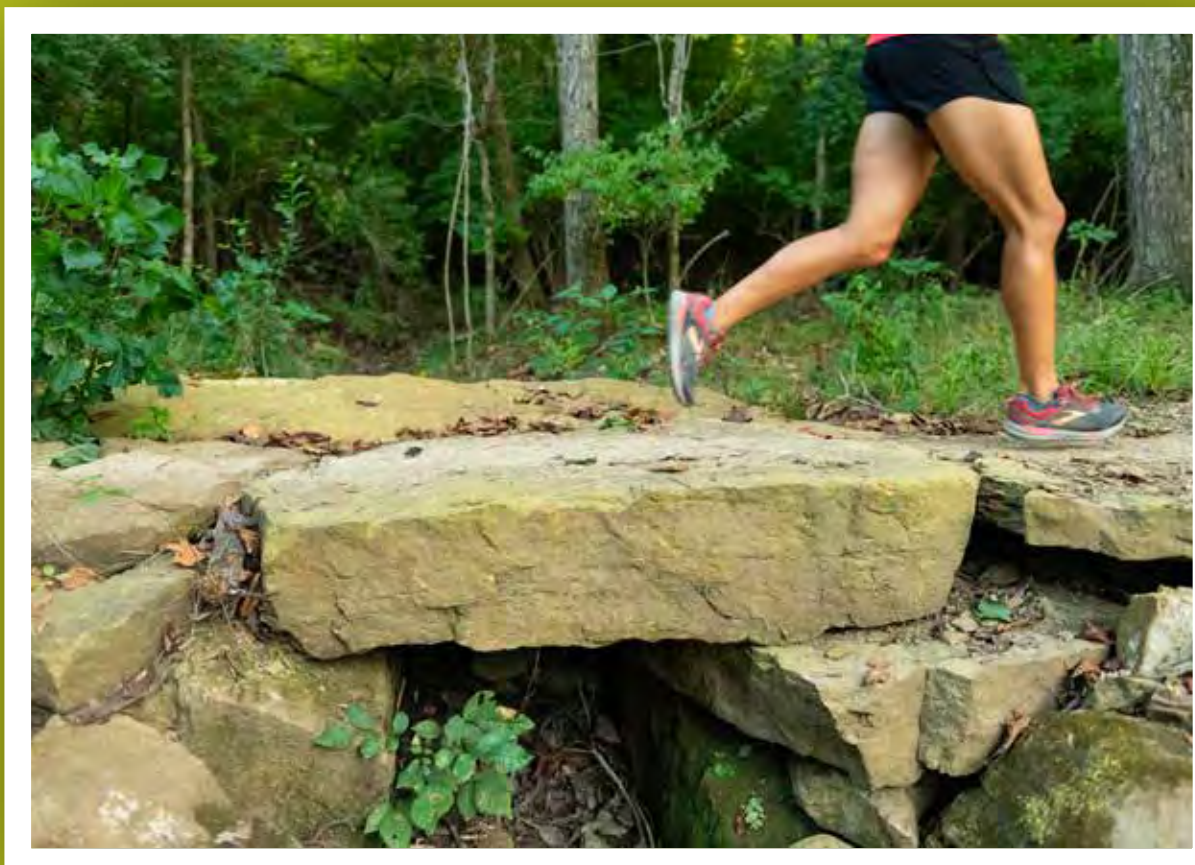
**Total Equity** **8,003,239**

**TOTAL LIABILITIES AND EQUITY** **8,480,733**



# SPARTAN TRAIL WORLD CHAMPIONSHIP

## PROMOTIONAL MATERIALS






12:3030%

WY

Experience Fayetteville


Sponsored

The Spartan Trail Championship Race is coming to Fayetteville on October 30 & 31. Do you have what it takes?




The Trail is Calling.

Sign Up




Twinkle, Twinkle.

Sign Up



...It's Only Half.

Sign Up



Are you ready to level up?

Sign Up

241 Likes • 12 Comments • 6 Shares

Like

Comment

Share

A photograph showing three runners from behind as they ascend a wide wooden staircase. The runner in the foreground is wearing a bright pink shirt and a colorful bucket hat. The runner in the middle is wearing a white shirt and a white cap. The runner in the background is wearing a dark shirt and a dark cap. They are all wearing athletic shorts and running shoes. The staircase is made of light-colored wood and has wooden railings on both sides. In the background, there is a wooden structure with a peaked roof, possibly a gazebo or a small building, surrounded by lush green trees. The scene is outdoors and appears to be part of a trail race.



# CX WORLD CUP PROMOTIONAL MATERIALS



## THE WORLD COMES TO FAYETTEVILLE

The world's best cyclo-cross riders will converge in Fayetteville, Arkansas battling each other and world-class terrain to establish a cyclo-cross champion. The UCI Cyclo-cross World Cup makes its debut at Centennial Park and for only the second time ever, the UCI Cyclo-cross World Championship returns to the United States. Come experience world-class racing in a world-class city.

Go to [cyclocrossfayetteville.com](http://cyclocrossfayetteville.com) to start planning your trip.

EXPERIENCE FAYETTEVILLE



**2021 UCI CYCLO-CROSS WORLD CUP**  
Oct. 13, 2021

**2022 UCI CYCLO-CROSS WORLD CHAMPIONSHIPS**  
Jan. 28-30, 2022

**Centennial Park**  
**Fayetteville, Arkansas**

## WORK THE LEGS THEN WORK THE KEGS.

EXPERIENCE FAYETTEVILLE

Fayetteville's mix of trails takes visitors to beautiful mountain scenery and the finest craft beer. For bikers, the city is one of only 37 IMBA-certified Ride Centers in the world, while the Ale Trail offers a self-guided tour of the region's best microbreweries. Find out more at [experiencefayetteville.com](http://experiencefayetteville.com)









# OUR WORLD CUP RUNNETH OVER.

2021 UCI CYCLO-CROSS WORLD CUP  
WEDNESDAY, OCTOBER 13, 2021



**UCI** CYCLO-CROSS  
WORLD CUP  
FAYETTEVILLE-ARKANSAS | USA

Main Partner: **SHIMANO**

Official Partner: **Santini** **SPECIALIZED**

Official Supplier: **Big Bubble Mats**

Institutional Partners: **FAYETTEVILLE** **ARKANSAS** **ozarks** **beardedgoat**

**BEARDGOAT**

**BINGOAL**

**N**

**etlas**

**Powell**

**STHL**

**TOYO TIRES**

WORLD-CLASS  
CYCLING  
IS COMING.



THE WORLD'S  
BEST  
CYCLO-CROSS  
RIDERS.

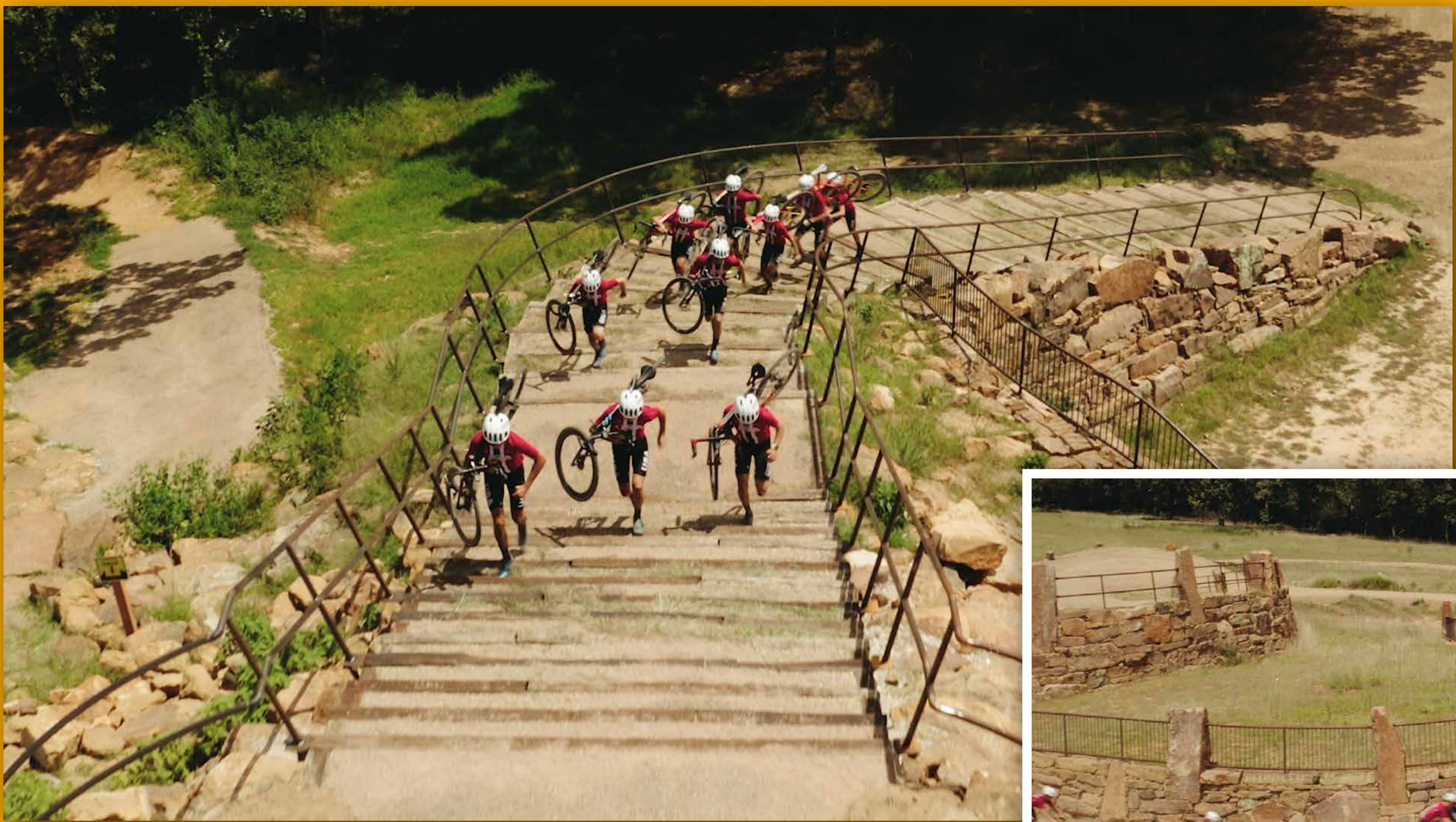


JOIN US ON  
OCT. 13 FOR THE  
WORLD CUP.

EXPERIENCE **FAYETTEVILLE**

TICKETS ARE FREE -  
REGISTER HERE







# CX WORLD CUP TICKETS PROMOTIONAL MATERIALS

## THE WORLD COMES TO FAYETTEVILLE.

2022 UCI CYCLO-CROSS WORLD CHAMPIONSHIPS - JAN. 28-30

The world's best Cyclo-cross riders will be in Fayetteville, Arkansas January 28-30th, 2022, to compete for honor and country in the 2022 UCI Cyclo-cross World Championship. This will be only the second time in 72 years this event will be held in the U.S., so mark your calendars and start making plans to support Team USA!



[cyclocrossfayettevillear2022.com](https://cyclocrossfayettevillear2022.com)

SHIMANO

EXPERIENCE FAYETTEVILLE



Santini



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## OUR WORLD CUP RUNNETH OVER.

UCI CYCLO-CROSS WORLD CUP RACE - OCT. 13

Come to Fayetteville, Arkansas to watch some of the world's best cyclists compete in the 2021 UCI Cyclo-cross World Cup. This event will unveil the world-class cyclo-cross course at Centennial Park, a preview to the 2022 UCI Cyclo-cross World Championships. Tickets are FREE, but limited, so get yours now!



Scan to reserve your tickets:



# 2021 UCI CYCLO-CROSS WORLD CUP MEDIA KIT



## FAQ

### WHAT IS CYCLO-CROSS?

The fastest growing discipline in cycling, cyclo-cross shares its roots with cross-country, road, mountain, and triathlon. The race gives athletes a chance to experience some of the best of all worlds.

### WHY DOES IT MATTER?

Eyes from around the world will be on Fayetteville.



## 2021 UCI CYCLO-CROSS WORLD CUP SCHEDULE

TUESDAY OCT. 12	12:30-2:00	COURSE INSPECTION
	2:00-4:00	OFFICIAL TRAINING
	4:00-5:00	RIDERS' CONFIRMATION
	5:15-5:45	TEAM MANAGERS' MEETING
WEDNESDAY OCT. 13	1:00-1:40	OFFICIAL TRAINING
	1:40-3:00	UCI CYCLO-CROSS WORLD CUP, WOMEN ELITE RACE & AWARDS CEREMONY
	3:05-4:20	UCI CYCLO-CROSS WORLD CUP, MEN ELITE RACE & AWARDS CEREMONY
		<i>All Events Central Standard Time</i>

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